

## Component 1 Breakout Session: Environments that Promote and Reinforce Healthful Behaviors

Eileen Sparling  
Center for Chronic Disease Prevention and Control  
July 19, 2017



### Session Overview

- High Level Overview
  - Eileen Sparling, Ed.M., Center for Chronic Disease Prevention and Control
- Food Supplement Nutrition Education (FSNE): Market to Mealtime Program
  - Debi Celnik, MS, RD, Center for Chronic Disease Prevention and Control
  - Lisa Lachenmayr, Food Supplement Nutrition Education
- Walk Maryland Day
  - Erin Penniston, MSW, Center for Chronic Disease Prevention and Control
- Healthiest Maryland Businesses
  - Hannah Person, Washington County Health Department
- Community Focus: Garrett County
  - Amy Ritchie, RD, Garrett County Health Department
- Community Focus: Baltimore City
  - Laura Flamm, MSPH and Jessica Brittingham, Baltimore City Health Department



### Component 1: Environments that Promote and Reinforce Healthful Behaviors

This session will highlight our successes on both the state-wide and local level.

#### State-wide initiatives



### Component 1: Environments that Promote and Reinforce Healthful Behaviors

#### Local initiatives from our partners in:



Garrett County



Baltimore City



## Food Supplement Nutrition Education (FSNE): Market to Mealtime Program

Debi Celnik, MS, RD, Center for Chronic Disease Prevention and Control  
Lisa Lachenmayr, Food Supplement Nutrition Education



## Nutrition Education at Food Assistance Sites

Debi Celnik, MS, RD  
Center for Chronic Disease Prevention and Control  
July 19, 2017



## Why Food Assistance Sites?

- 682,280 individuals in Maryland are food insecure
  - 1 in 9 Marylanders, collectively miss more than 122 million meals a year.
  - Higher rates of chronic diseases in individuals in poverty
- Targeted community venue where low income individuals and families access emergency food and food resources.



## 1422 Strategy 1.2

- To strengthen healthier food access in community venues through increased availability (e.g. fruit and vegetables and more low/no sodium options) improved pricing, placement, and promotion.
  - Community venue = Food assistance sites (food banks, food pantries, mobile pantries)



## Inter-Agency Partnership

- University of Maryland, Food Supplement Nutrition Education Program (FNSE)
  - 3 Faculty Extension Assistants
    - Provide education and train staff and volunteers at food assistance sites to assist with shelf display, marketing and donation recruitment for healthy foods.
      - Market to Mealtime Education materials.

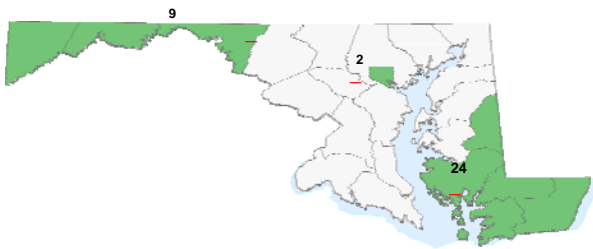


## Performance Measures

- PM3: Maryland Food Bank trained 42 sites (food pantries and food drop off sites) on the Market to Mealtime nutrition education program; 35 of these trained sites are currently offering the program.



Food Assistance Sites



Maryland SNAP-Ed -  
Food Supplement  
Nutrition Education

Lisa Lachenmayr



## SNAP-Ed Initiatives

(FY16-FY18 Proposal)

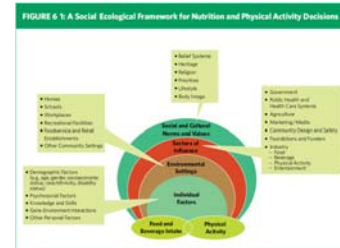


- Farm to Family
- Healthy Changes for Out of School Youth
- Healthy School Communities
- Healthy Tots, Healthy Families
- **Securing Food Resources for Families**
- Live, Work and Learn

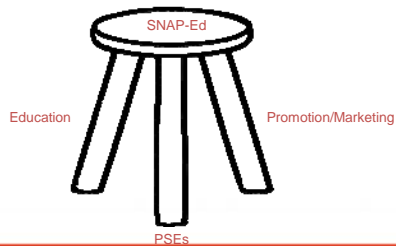


**Food Supplement Nutrition Education**

## Socio Ecological Framework



## The Three Legged Stool of SNAP-Ed



**Food Supplement Nutrition Education**

## FY18 Initiative Objectives



- Increase the fruit and vegetable consumption of youth and adults participating in FSNE programs.
- Increase the ability to select and prepare fruits and vegetables and other healthy foods by youth and adults participating in FSNE programs.
- Increase the utilization of smart shopping strategies by adults participating in FSNE programs.
- **Increase the number of sites with an identified need for improving access to nutrition or physical activity supports.**
- Increase the number of local champions willing to create access to healthier foods.
- Increase the number of physical changes that have been adopted by the delivery sites.
- Increase the number of interagency partnerships that have been established for the purpose of developing a plan to improve nutrition practices in settings where nutrition education is provided.



**Food Supplement Nutrition Education**

## FY18 Initiative Objectives



- Increase the number of multi-sector partnerships or coalitions that have been established for the purpose of developing a plan to improve nutrition practices in settings where nutrition education is provided.
- Increase the number of sites that are actively implementing multicomponent interventions.
- **Increase the number of websites or social media channels that reach SNAP-Ed audiences with SNAP-Ed relevant marketing and PSE information.**
- Increase the number of delivery sites with a written plan to maintain healthy environmental changes in future years.

SNAP-Ed Evaluation Indicators: MT1, ST1, MT2, ST6, ST7, MT5, LT5, LT10, ST5, ST8, LT8



**Food Supplement Nutrition Education**

## Securing Food Resources for Families Food Pantry FY18 Focus Areas



- Market to Mealtime  
Food Pantry Training  
– Targeted Donations
- Food Pantry  
Environmental  
Training
- FSNE Calendar  
Distribution



**Food Supplement Nutrition Education**

## Scope of Securing Food Resource Efforts



- FSNE –
  - Statewide Efforts with FSNE Educators
- DHMH/CDC
  - Targeted efforts with additional staff in:
    - Western Maryland (3 counties)
    - Eastern Shore (5 counties)
    - Baltimore City

\*CDC funds contribute toward Faculty Assistant positions. FSNE supports additional hourly funds, supplies, materials and travel.



**Food Supplement Nutrition Education**

## Securing Food Resources Partners



- Department of Aging
- Department of Health and Mental Hygiene
- Maryland Food Bank
- UME Master Gardeners
- Local Food Pantries



**Food Supplement Nutrition Education**

## Food Pantry Evaluation Efforts



- Food Pantry Inventory
- Environmental Scan App
- End of Year Report
- RED Process Data
- Field Testing Healthy Food Pantry Assessment Tool for Regional Nutrition Education and Obesity Prevention Center of Excellence – West (RNECE-W)



**Food Supplement Nutrition Education**

## *PSE changes to improve access to healthy eating (FY16 End of Year Report Example Data)*



- 167 sites (77%) – at least 1 nutrition change
- Sites with new or improved changes to the nutrition/food environment:
  - N=86 sites with policy changes
  - N=132 sites with systems changes
  - N=74 sites with environmental changes
  - N=97 sites with new or increased promotional/marketing efforts for PSE changes



**Food Supplement Nutrition Education**

## Challenges



- Regional differences/culture around food assistance/pantries
- Difference among pantries
  - No “one size fits all”
- Impact of pantry staffing/volunteer model
- Hiring



**Food Supplement Nutrition Education**

## Walk Maryland Day

Erin Penniston, MSW, Center for Chronic Disease Prevention and Control



## Statewide Partners



Government	Department of Aging
	Department of Education
	Department of Health
	Department of Natural Resources
	Department of Transportation
Advisory Councils	State Advisory Council on Arthritis and Related Conditions
	State Advisory Council on Heart Disease and Stroke
	State Advisory Council on Physical Fitness
	State Bicycle and Pedestrian Advisory Committee
	University of Maryland Extension
Higher Education and Non-Profits	Health Freedom, Inc.
	Y of Central Maryland
	America Walks Walking College Fellow from Maryland



## Leadership Support



Lt. Governor Rutherford participated in a school event



Governor Hogan issued a proclamation



## Marketing and Messaging



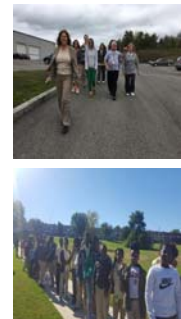
Walk Maryland Day Toolkit



Customizable walking map



## 2017 expansion and priorities



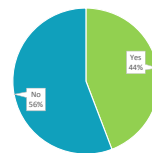
## Healthiest Maryland Businesses

Hannah Person, Washington County Health Department



## Healthiest Maryland Businesses

Have an annual budget or receive dedicated funding for health promotion programs?



## Western Region Healthiest Maryland Businesses

- Allegany, Garrett, and Washington Counties
- 59 total businesses
  - Allegany – 14 businesses
  - Garrett – 7 businesses
  - Washington – 38 businesses
- 15 Wellness at Work Awards recipients
  - On the Path – 2
  - Bronze – 6
  - Silver – 1
  - Gold – 6



## Workplace Wellness Mini Grants

- Funded through PHHS, 1305, or 1422
- Vary from \$500-\$5,000
- Activities can address:
  - Physical activity
  - Nutrition
  - Diabetes
  - Lactation support
  - Tobacco control
- About 10% of businesses have received funding in past year

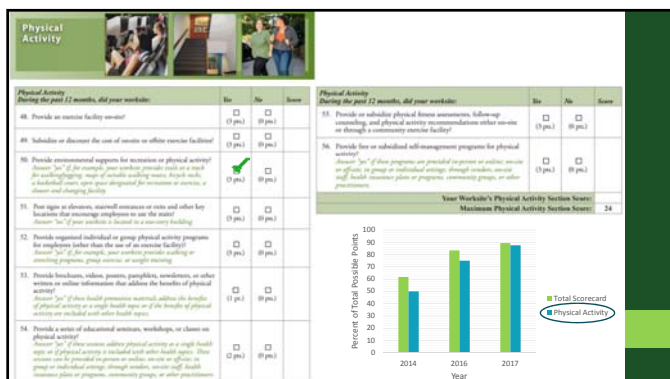
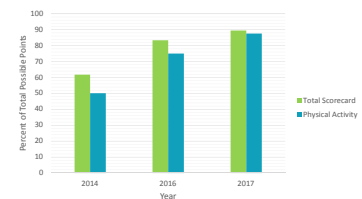
## Grant Activities

- Secure leadership support
- Develop and convene Wellness Committee
- Attend Work@Health Training
- Develop Workplace Health Improvement Plan
- Adopt at least one workplace wellness policy
- Design and implement set of programs, benefits, or environmental supports in the areas of physical activity, nutrition, diabetes, lactation support, and/or tobacco control
- Conduct project evaluation

## HMB Success Story

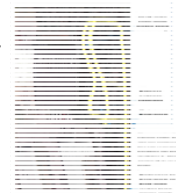


- The Arc of Washington County
- The Arc of Washington County has a staff of about 600 employees who provide support to nearly 1,200 people with developmental disabilities.
- Joined HMB in 2014
- ScoreCard: overall and physical activity scores



## The Arc's Walking Path

- An employee interest poll showed that 70% of employees supported a campus-based program for health.
- The Arc had some underutilized land and they wanted to build a walking path.
- The project objective was to implement a walking and fitness path that could contribute to a robust worksite wellness program that would reduce absenteeism and employee stress and improve job satisfaction and productivity, contributing to a stronger, healthier workforce and community.
- Constructed by the Arc's maintenance staff
- Grand Opening: August 19, 2016





## Walking Path Funding Sources

- The Arc received the HMB mini grant in 2016 and used that to help fund the project.
- Their health insurance company, Aetna, donated the funds needed to purchase eight fitness stations that could be placed along the walking path to encourage walkers to stop and engage in other types of physical activity.
- CDC funds were used to fund signage and promotional and educational efforts related to the walking path.



## Walking Path Funding Sources

- Aetna provided all employees with access to an online fitness platform, Aetna Get Active, which challenged employees to a virtual global walking challenge to kick-off in August.
- The Arc was awarded the \$2,500 physical activity mini-grant in May 2016, which paid for some equipment rental and pedometers to encourage staff to get walking.
- A local tree service company supplied many truckloads of mulch that were used as the base for the walking path.
- There's a donated Martin's bench along the way, picnic tables, and bird feeders.
- The board of directors supplied wellness funds, some of which were used for outdoor messaging centers.



## Employee Walking & Fitness Policy

Ensures safe, appropriate, and beneficial use of the walking path

**The Arc of Washington County, Inc.**  
**Policy and Procedures**  
**Employee Walking & Fitness Path Policy**

For the enjoyment of the employees of The Arc of Washington County, Inc. and their guests, the Arc Walking & Fitness Path is a half-mile self-guided trail with fitness stations, picnic areas, and settings to inspire meditation and personal renewal.

**Respect and Safety**  
Please help keep this space safe and beautiful for all. Observing these guidelines will increase your personal enjoyment while using the walking & fitness path.

- Use during daylight hours only and stay on cleared paths.
- Walk and exercise with a partner at all times.
- Bring a cell phone and ID.
- Wear appropriate shoes for exercise.
- Wear insect repellent and sunscreen, also carry water.
- No smoking anywhere on the walking & fitness path.
- Carry out any litter you carry in and pick up litter you see, even if it's not yours.
- Clean up after your pet.
- Follow all directional signs and posted instructions.
- Use fitness stations exactly as outlined on the instructional signs.
- Respect wildlife, trees, and plants.
- Be alert for natural hazards such as stinging insects, thorny vines, poison ivy, wildlife, and changing weather conditions.
- Report any safety concerns or damage to the path or equipment.
- Please note: there are no restroom facilities on the walking & fitness path.
- In case of an emergency, call 911.
- You are using this path at your own risk.

You don't need a doctor to tell you that exercise is essential for a healthy life. But if you don't already exercise, your health care provider may need to advise you if it's safe to start.

For more information, or to report safety concerns or damage to the path/equipment, contact Human Resources or a member of the Wellness Committee.

## Outcomes

- Participation in walking challenge exceeded the previous challenge by 33%.
- The Arc of Washington County staff plan to continue promoting use of the walking path, improve evaluation efforts, and incorporate the walking path in various events and programming.
- The Arc has purchased an infrared counter that will provide information on the patterns of walking path use to help with evaluation.



Break



## Community Focus: Garrett County

Amy Ritchie, RD, Garrett County Health Department



## Garrett County, Maryland Chronic Disease 1422 Grant



## Chronic Disease 1422 Grant

Amy R. Ritchie, MS, RD, LD  
Garrett County Health Department

Visit us online at [GarrettHealth.org/](http://GarrettHealth.org/)

## Garrett County Demographics

- Total Population
  - 29,425 (2016 Population Estimate)
  - 30,097 (2010 Census)
- Males – 49.8%
- Females – 50.2%
- Ethnicities
  - White – 28,366 (96.4%)
  - African American – 324 (1.1%)
  - Native American – 58 (0.2%)
  - Asian – 147 (0.5%)
  - Hispanic (of any race) – 323 (1.1%)
  - Other – 207 (0.07%)

Source: U.S. Census, American Fact Finder

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## Garrett County Demographics (Cont.)

- Persons 65 years old and over:
  - Maryland 14.1%
  - Garrett County 20.7%**
- Persons in Poverty:
  - Maryland 9.7%
  - Garrett County 13.6%**
- Population Per Square Mile:
  - Maryland 594.8
  - Garrett County 46.5**
- 2 High Schools
- 2 Middle Schools



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## Garrett County Chronic Disease Statistics

- Over 70% of adults are overweight or obese (MD SHIP)
- 31% of adults are obese (RWJF)
- 28% of adults are inactive (RWJF)
- 12.2% of adults with diabetes (Vital Statistics)
- Age-adjusted death rate for heart disease is 222.5 per 100,000 (Vital Statistics)
- 20+ mile food desert (USDA)
- MyGarrettCounty.com** Population Health Engagement *Trend Tracker*
  - 2,042 Records for Chronic Diseases
  - 490 Records for Tobacco
  - 234 Records for Nutrition
  - 171 Records for Diabetes

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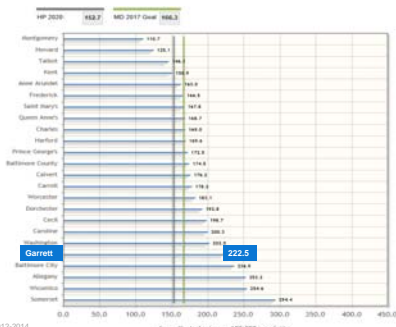
## Adults Who are Not Overweight or Obese

- In Maryland in 2015, of adults considered obese, 52% had high blood pressure, 44% had high cholesterol, and 21% had diabetes.



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## Mortality Rate from Heart Disease



Source: 2015 SHIP Data, Measurement Period: 2012-2014

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## Staffing and Grant Activities

- GCHD Staff**
  - Kendra McLaughlin – Director of Health Education and Outreach
  - Amy Ritchie – Nutritionist III
  - Outreach Staff
- Grant Activities**
  - Healthiest Maryland Businesses
    - Development of nutrition and physical activity policies
  - Walking and Physical Activities
  - Nutrition

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## Goal and Successes

- Goal:** Develop a multi-sectoral approach to wellness that incorporates health in all policies and leads to a lifetime of healthy choices.
- Successes**
  - Developed successful and mutually beneficial relationships with FQHC, GRMC, and a variety of multi-sectoral partners.
    - \*Prediabetes/Diabetes Cooking Class**
    - \*Community Resource List**
  - Worked within the private sector to integrate wellness programs into a variety of county businesses.
    - \*Coffee Station replaced with a Water Station**
    - \*Employee Wellness Garden**
    - \*Indoor & Outdoor Walking Trails**

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## Goals and Successes

- Enrolled local supermarkets and produce suppliers to make healthier food options more easily accessible.
  - \*Healthy Options Cooler**
  - \*Veggie Boxes and SNAP/EBT**
- Measured off walking trails and created community walking maps.
- Increased awareness of dedicated physical activity centers; i.e. walking trails through sponsored signage.
- Developed a community step challenge to engage citizens in physical activity and create hyper local data sets on chronic disease prevention and benchmarks in Garrett County.

## Challenges

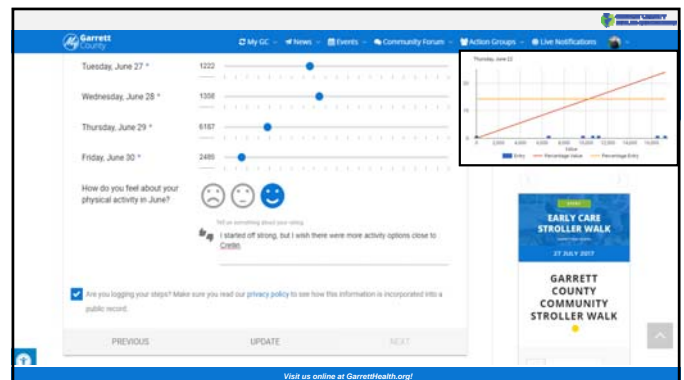
- Lower Income Coupled with Food Deserts
- Developing Health in all Policies Integration for Wellness Awareness
- Rural Isolation and Weather
- No Parks & Recreation Department
- Limited amount of sidewalks and street lights
- Mostly Small Businesses

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## 1422 Community Partners

- Organizations/Partners**
  - Local Health Departments
  - Local Health Systems
  - Garrett Trails
  - Community Action
  - Garrett Growers
  - AHEC West
  - Cooperative Extension
  - Food Council
  - Economic Development
  - Area on Aging
  - Chamber of Commerce
  - County Commissioners
  - GC Public Schools
  - Garrett College
- Healthiest Maryland Businesses/Worksite Wellness**
  - GCHD
  - GRMC
  - WISP
  - GCC Technologies
  - Lowe's
  - Appalachian Crossroads
  - Team One Auto Mall
  - Ace Naylor's
- Markets**
  - Browning's Shop N' Save
  - Downtown Oakland Market
  - Cornerstone Market

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## QUESTIONS?

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\*Photos from CDC, Unsplash, Pexels, Pixabay

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## Community Focus: Baltimore City

Laura Flamm, MSPH and Jessica Brittingham, Baltimore City Health Department





## Nutrition and Food Access

Laura Flamm  
Director of Healthy Eating and Active Living  
[laura.flamm@baltimorecity.gov](mailto:laura.flamm@baltimorecity.gov)



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@DrLouisaWren  
BaltimoreHealth

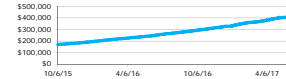
health.baltimorecity.gov

## Virtual Supermarket



- 6 → 14 sites
- 1100+ customers
- 57 Neighborhood Food Advocates
- \$400,000+ groceries delivered
- 47% report buying more fruit & vegetables

Cumulative Sales (\$)

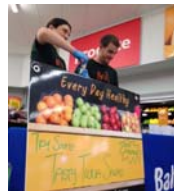


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Commissioner of Health, Baltimore City



## Healthy Stores



- 0 → 18 corner stores
- 4 Save-a-Lot food stores
- Youth Nutrition Educator program

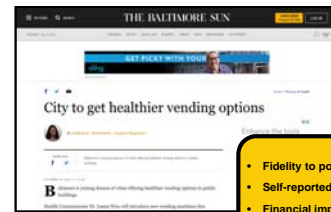


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## Healthy Vending Policy



- Fidelity to policy - stocking
- Self-reported changes - survey
- Financial impact - sales



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## Walking Challenge and Workplace Wellness

Jessica Brittingham  
Chronic Disease Policy Coordinator  
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## Billion Step Challenge

The Baltimore City Health Department (BCHD), business sector partners, and community-based organizations will launch a year long **citywide wellness challenge to encourage all residents and employees in Baltimore City to get active**. The BCHD and its partners will engage City residents toward the goal of a billion steps by:

- Hosting challenge events in communities across Baltimore City
- Creating an online inventory designed to amplify other walks, runs, and wellness events throughout the city



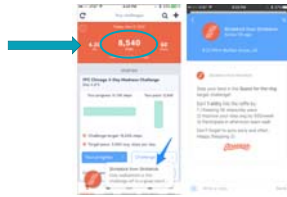
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## Billion Step Challenge

BCHD will be working with **STRIDEKICK** to gather activity data from residents that register on the app. Stridekick syncs with your cell phone or fitness device and will display that information on our website.



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Commissioner of Health, Baltimore City



## Billion Step Challenge

Interns, walking ambassadors, community and business partners will provide local grassroots support for the challenge throughout the year.



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Commissioner of Health, Baltimore City



## Workplace Wellness

The Workplace Wellness Evaluation highlights worksites of all sizes who are dedicated to providing the healthiest work environment possible while also providing resources for areas of concern to who may need additional assistance. The tool focuses on the following categories:

- Nutrition
- Physical Activity
- Mental Health
- Substance Abuse



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## Workplace Wellness



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